

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: December 6, 2013

SUBJECT: Director's Report

Committee Membership

On November 25, 2013, Lynnwood City Council unanimously approved reappointments to the Lynnwood Lodging Tax Advisory Committee and the Lynnwood Tourism Advisory Committee. Thank you all for your continued service. Through your efforts and guidance the Lynnwood tourism program has experienced much success. We are looking forward to another great year.

Smith Travel Report

September lodging metrics in 2013 countrywide have not been as strong as September 2012. However, year to date metrics are still above STLY. Through September 2013, occupancy is up 3.1%, ADR is up 2.0% and RevPAR is up 5.1%.

Lynnwood Lodging Tax Revenue

Lynnwood lodging tax receipts continue to significantly outpace last year. October lodging tax revenues were \$80,667, which is the strongest month ever recorded in Lynnwood. Through October 2013, lodging tax receipts total \$535,877, a 24.5% increase over STLY. Through October 2013, Snohomish County lodging tax revenue is up 9.42% year-to-date compared to the same time period last year.

Current projections indicate Lynnwood will exceed the 2013 revenue budget of \$577,000, possibly making 2013 the highest year ever for lodging tax collections. Factors contributing to this increase include increased awareness of Lynnwood and the quality lodging options available, high demand in Seattle, activity at Boeing, and activity at the Port of Everett. Increased convention activity at the Lynnwood Convention Center and the Alderwood Passport Program for Canadian visitors are also positive factors.

Canadian Sales Mission

In the first week of December, Tourism Manager Monroe attended the Canadian Inbound Tourism Association Winter Function in Vancouver BC with SCTB Executive Director Amy Spain. This event provides an opportunity to meet with Canadian tour operators who bring visitors from Asia and the Pacific. Key highlights promoted at the show included Lynnwood lodging, Alderwood Premier Perks Program, Olympus Spa, Future of Flight and Boeing Tour, and the Hibulb Cultural Center. In addition to the trade show, several one-on-one appointments were held with tour operators who bring clients to Washington State.

Next meeting is scheduled for February 13, 2014